

Amendments to the Specification:

Please replace paragraph [005] with the following amended paragraph:

[0005] U.S. patent application Ser. No. _____ filed concurrently herewith in the names of ~~David Patrick Porr, James M. Jensen and Eugene L. Flanagan III (Attorney's Docket 03382-P0149A)~~, Patent No. 7,463,143, titled "Methods and Systems for Gathering Market Research Data Within Commercial Establishments", issued on December 9, 2008 and assigned to the assignee of the present application and hereby incorporated herein by reference in its entirety, discloses cost effective and potentially less annoying techniques for gathering market research data concerning the presence and movements of customers in commercial establishments and elsewhere. These techniques employ one or more wireless transmitters placed near or within such commercial establishments. It is often necessary to map the identities or other relevant data of the transmitters to their locations to be able to determine the presence and movements of customers participating in such market research studies.

Please replace paragraph [0038] with the following amended paragraph:

[0038] In order to carry out the market flow study as illustrated by FIG. 1, in certain embodiments a market research installer installs transmitters 36, 40, 56, 70, and 78 at their selected locations. In certain embodiments, the transmitters comprise stand-alone devices which store all necessary data for communication with the monitor 32. In certain embodiments, the transmitters comprise RFID tags, and/or any other suitable wireless transmitters. In certain embodiments, the transmitters are coupled with existing data storage and/or communication devices, such as intelligent shelf systems. Intelligent shelf systems serve to gather data concerning products placed on shelves or other product presentation devices for inventory control purposes and communicate such data as well as the identity of the shelf or other device being monitored. The transmitter 40 is coupled with the intelligent shelf system to obtain the data provided thereby and serves to transmit it wirelessly to be received by the monitor 32. In such embodiments, the transmitter 40 either is installed by the market research installer, or constitutes

a wireless transmitter forming a part of the intelligent shelf system. An example of a market research system that cooperates with an intelligent shelf system as described above is disclosed in U.S. patent application Ser. No. _____ 10/800,883, titled "Methods and Systems for Gathering Market Research Data," filed concurrently herewith in the names of James M. Jensen and Eugene L. Flanagan III (~~Attorney's Docket 03382-P0125A~~), assigned to the assignee of the present application and hereby incorporated herein by reference in its entirety. The installer or another also records various data associated with each installed transmitter such as client name, geographic location of the install, location of the transmitter at the research site, transmitter ID, the product and/or promotional display that the transmitter was located on or near, and/or the name of the distributor/manufacturer whose product and/or promotional display that the transmitter was located on or near.